Motor State DISTRIBUTING

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PERFORMANCE REPORT

INFORMATION & VIEWPOINTS

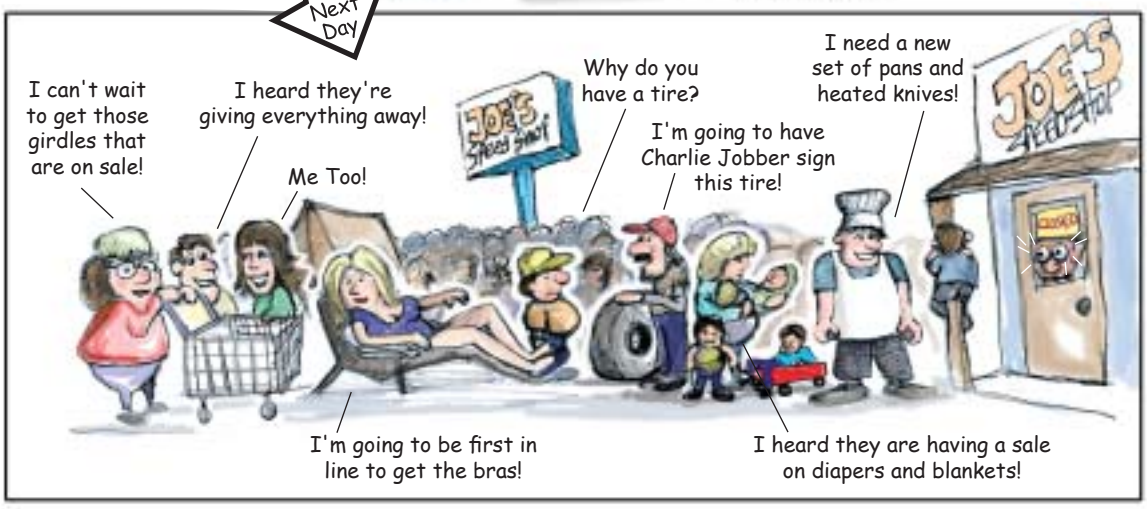
The 6th Degree...Saving Face A Degree At A Time

A while back, an interesting situation cropped up during an attempt to locate a potential supplier. By the time things were resolved to everyone's satisfaction, it was decided that the solution had not only helped the business, but had constituted a fine illustrative lesson in basic social networking.

The whole story began to develop after a recent race event, where a small manufacturer displayed some very interesting and innovative products at a trailer in the pits. These items, it was eventually decided, would be a good fit in the existing product line. Several company representatives remembered seeing the company's product display at the race. Unfortunately, no one had gotten the company's name, or even the name of the gentleman working in their booth. An exhaustive search of the Internet turned up absolutely nothing.

Ya That's It! Let's Text, E-Mail, Twitter.....Blog this to all our customers!
I will send it and I think it will be our biggest sale ever!
BIG SALE
Matt Hauch '09

Everyone pretty much agreed that they'd reached an impasse when someone spoke up and said they knew an acquaintance who might be able to help. A quick sequence of numbers was punched into his cellphone and in a moment he was asking the person who answered if he knew the mystery manufacturer. This person did not know, but, after copying down a phone number, promised to pass the question along to one of his sources. What transpired beyond this point would have only been the subject of conjecture if not for a return phone call late that afternoon. Amazingly, it was


The Next Day
I can't wait to get those girdles that are on sale!
I heard they're giving everything away!
Me Too!
Why do you have a tire?
I'm going to have Charlie Jobber sign this tire!
I need a new set of pans and heated knives!
JOE'S
I'm going to be first in line to get the bras!
I heard they are having a sale on diapers and blankets!

(Continued on page 2)

INSIDE INFORMATION

• **Information and Viewpoints** •
The 6th Degree..Saving Face..... 1, 2
• **New Product Showcase** •
Fast, Nitrous Express, Hurst, More..... 4
• **New Product Showcase** •
Hedman Hedders, Race Ready, More..... 3
• **Charlie Jobber** •
All That Glitters Is Not Gold..... 5, 8
• **Trade Show Season In Full Swing** •
Trade Show Information 6
• **Manufacturer Spotlight** •
Ford Racing..... 7

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(cont. from page 1)

from the mystery manufacturer himself, and he was more than willing to work out a deal.

What had happened here was an example of something we all use from time to time. In its simplest terms, it's merely the old " friend of a friend of a friend" system. In more scientific terms, it's known as the Six Degrees of Separation, sometimes also referred to as the "Human Web". The theory suggests that, if a person is one step away from each person they know, and two steps away from each person who is known by one of the people they know, then everyone is at most six steps away from any other person on Earth. It is social networking at its most basic level.

The theory was formulated by a Hungarian writer, Frigyes Karinthy, in the late 1920's. He wrote a short story called "Chains" based upon the idea that anyone on the planet can be connected with any other person on the planet through a chain of acquaintances using no more than five intermediaries...hence, the six degrees of separation.

In the early 1950's, two mathematicians, one from IBM and the other from MIT, set out to test the theory, but they were never able to obtain complete satisfaction from their work. Several others tried with limited success, but it was not until 2001 that a professor at Columbia University devised an e-mail "package" that had to be delivered to a specific person. After reviewing data from 48,000 separate e-mailings, he was able to determine that the average number of intermediaries between sender and intended recipient was six. Again, in 2007, further experimentation was undertaken by Leskovec and Horvitz who used 30 billion conversations among 240 million people. They found that the total of intermediaries was 6.6, leading some to rename the theory "the seven degrees of separation".

Keeping in mind the six (or seven, if you please) degrees of separation idea, consider how it applies to Facebook, Twitter and, to a lesser extent, MySpace, the currently popular Internet social networking web sites. Initially intended for use by private individuals, recent examination has revealed that a great number of businesses are taking advantage of free exposure on these sites to further their customer bases and increase awareness of their enterprises. Since Facebook is the most popular, let's take a look at what it may hold in store for a modern performance oriented business.

By way of marketing target numbers, a recent survey indicated that the average Facebook user , among more than 65 million worldwide, spends almost six hours a day logged in to the site. Google, MSN and Yahoo! can't even come close to that level of usage. Joining Facebook is free and such attributes as ease of use, improved privacy, efficient networking protocol, mobile browser (m.facebook.com) and touch screen compatibility (x.facebook.com) make it easy to see why Facebook rules the roost. In addition, Facebook can be served up in more than 60 languages.

Some items should get careful consideration before signing up a business for Facebook, or any other social networking gig. The most compelling reason for using a social networking site like Facebook is improved visibility, and using that visibility to reach potential customers who may otherwise never hear about the business. Other reasons include gaining an edge on the competition through presentation of a good impression, establishing new links and increasing search engine ranking.

Successful posting on Facebook relies upon three things: Content, Content and Content. Do not under any circumstances use language that sounds like you're pandering to potential clients or that bores them to death with flowery "nothingisms". Be brief and to the point. Be factual without being overbearing or grandiose. Remember that the word "verbiage" refers to a bad thing as it is solely defined as "...using more words than are necessary for clarity." In as plain a language as possible, tell them who you are and what you do.

There is one word of caution regarding social networking on the Internet with Facebook, or any other site for that matter. Internet gurus points out a potential weakness in the sites. It involves the interconnection of individuals, their personal profiles, and their employers. Most individual Facebook members, for example, will include the names of their employers in their profiles. Consequently, every time a person searches for a business site, all of the employees will appear right along with the business. The odds are better than even that, given the possibility of one or more off-duty (and somewhat off-center) employees sharing "secrets", a company could show up in an undeserved bad light.

Hopefully, there is some good food for thought in here. It's always wise to have a marketing strategy and a targeted audience well in mind before jumping on any bandwagon ...and, once the jump is made, it's good to have a method for evaluating the success (hooray) or failure (groan) of the move. ©***MSR***

LS Muscle Rod Engine Swap Kits

Hedman has gotten the jump on the market for those who plan to update earlier Camaros, Firebirds and Monte Carlos. Their new Muscle Rod Kits combine Hedman Hedders, frame and motor mounts and a transmission crossmember with mounts to install GM LS Series engines in early Camaro/Firebirds and '78-87 Monte Carlos. Hedders are mid-length style with 1-3/4" tubes and 3" collectors, and are available in painted or HTC coated versions. All the elements of a good swap have been pretty well covered.

Wireless Actuator RRPRCU07

The capability of automatically opening and shutting electrically operated exhaust cutouts was a great step forward, but having to cut a hole in an otherwise perfectly restored or original dash is not good. In fact, having to mount the activation switch in this manner can cause many to stop and think twice before installing the whole setup. Instead of cutting a hole in the dash, why not use RRP's new Wireless Actuator to open and shut the Electric Exhaust Cutouts? A great add-on, the kit can be retro-fitted to any vehicle by plugging into the wiring harness where a standard rocker switch would go.

LP8500 Multi-Purpose Winch SUP1585200

A reliable, powerful winch for off-road and utility operation, the LP8500 has weather sealed solenoids, lever shift freespooling clutch, hawse fairlead and a rubber, handheld remote. It will power a load in or out. The 4.5 horsepower, series wound motor is rugged and dependable. Line pull is rated at 8,500 lbs. and the wire rope is 5/16" diameter.

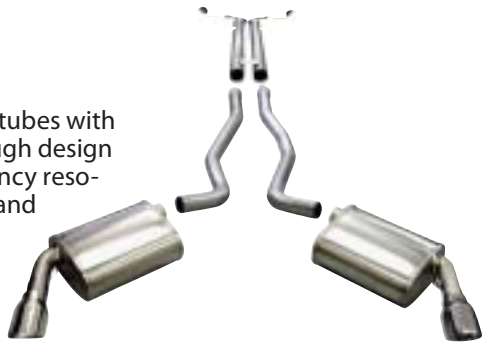
Winch-In-A-Bag SUP1120149

Completely portable, the Winch-In-A-Bag includes a 2,000 lb. rated, freespooling winch, 4' and 6' choker straps, 1-ton bow shackle, 8' sealed, handheld remote control, Teflon rope guide and a storage and carrying bag.

Headlight Lens Restoration Kit PEX09135

In the days of glass sealed beam headlights, lens fogging was never a problem or a cause for concern. If a light did fail, replacement was inexpensive and quick. Not so today. With the majority of cars and trucks now using small halogen bulbs, mounted within very expensive plastic housings, headlight servicing is now a major expenditure. One big problem is fogging of the clear plastic lenses on these housings. Road grime, careless cleaning, road salt...lots of things can render the lenses cloudy, seriously reducing the range and intensity of headlights. Finally, an inexpensive, effective kit that can remove cloudiness and restore clarity to modern headlights is available. Permatex has developed a new kit which contains lens polish, polishing cloth, four grades of very fine sandpaper and a pair of latex gloves. Instructions are clear and easy to read. Improve light output and appearance of headlights right in the home garage.

Axle Back and Cat Back Exhaust Systems



Unlike most performance muffler manufacturers, who use perforated tubes with packing material, or baffles, to reduce noise, CORSA uses a straight through design coupled with RSC - Reflective Sound Cancellation - to reduce low frequency resonance and minimize backpressure so the engine can make more power and torque. All CORSA systems are made of 304 stainless steel.

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NEW PRODUCT SHOWCASE

LSXR 102mm Intake Manifolds For LS3 and LS7

Designed for LS7 raised rectangle port heads, the LSXR can add up to 16 or more horses to stock engines and upwards of 26 rear wheel horsepower on larger displacement engines. A three-piece, modular design, the manifold has removable runners for easy disassembly and porting and the 102mm throttle body intake diameter works with 90, 92 and 102mm bodies. Made of advanced polymer material that is strong, light and easily modified.

2010 Camaro Nitrous Kit NXS20930-10

Engineered specifically for the 2010 Chevy Camaro, this kit combines performance, quality and ease of installation. An Autolearn TPS switch lets nitrous enter only at full throttle. A direct plug-in fuel line adapter simplifies installation and stock fuel lines do not need to be cut.

Chrysler Product Competition Stick Kit

Hurst has introduced several shifters designed especially for the 2008-up Dodge Challenger and 300/Magnum/Charger. The six-speed manual shifter has a billet aluminum base and top collar and relies upon a billet steel gear selector for firm, error-free shifts. A high ratio pivot mechanism shortens the throw and improves response. The bias spring is adjustable to tailor the shifter performance to the individual driver. A positive gear stop protects against damage and improves safety. The Comp Stick automatic shifters have polished sticks with black knobs and a choice of anodized black or polished console plates.

Demon Triple-D Ford AeroRam Intake Manifold Setups

Interchangeable intake tops permit installation of several carburetor setups on Ford 289-302W (and 351W with intake flange adaptor) including the BadMan Inline 4- Barrel, three, four or six Demon "98" Carburetors, three SixShooter 2-Barrels and dual or single quads. With tuned, equal length runners the cylinders can work together for increased power up to 6,500 RPM delivering great throttle response along the way.

'05-Up Mustang Aluminum Fuse Box Cover MOR74220

.100 thick fabricated aluminum cover fits over existing plastic fuse box lid on '05-up Mustang GT. Corners are TIG-welded. Cover can be polished to improve under-hood appearance.

'05-Up Mustang GT Exhaust Kit MOR94060

Easily installed, bolt-on kit includes: two polished, stainless steel Moroso Spiral Flow Mufflers, stainless steel tubes, four clamps and hardware. Installation provides 18% more flow with minimal back pressure and weighs 20 lbs. less than stock system. The 3.5" tips fill out the rear exhaust openings and help with the nice, deep smooth sound with no annoying "booming" at highway speeds.

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So, there I was, wandering around the Glitter Gulch Exposition Center, trying to find all of the performance parts that were supposed to be on display. I was not having much luck; unless, of course, I could somehow force myself to accept the idea of LED headlight strobes or switchable license plate film as speed and performance enhancements. I have to admit that my patience was just about worn thin enough that it would soon evaporate completely. After all, I had just waded through no less than 712 billet wheel manufacturer displays. This single, amazing feat almost had me brainwashed into thinking that the word "dub" had always been an indicator of power and that it had always been equated with such speed related terms as horsepower, top speed and cam duration in the Hot Rod Dictionary. And, if this turned out to be true, could it also really become plausible that cubic zirconium enhancements would overtake locking lug nuts as a necessary wheel accessory?

GLITTER GULCH
HIGH PERFORMANCE PARTS AND ACCESSORIES SHOW
WOW!..
IT'S MY HERO TIRE MAN!!..
SO WHAT'S HAPPENIN IN THE TIRE BUSINESS THESE DAYS TIRE MAN?
WELL YOU KNOW... WE ARE ALWAYS WHEELING TO LOOK AT THE NEXT TREADS TO COME ALONG!
TIRE MAN

The show's claim of bringing the brightest minds and the hottest products together be damned, I was not feeling very bright, nor was I finding any products I considered even remotely hot. Just when I was beginning to think things could not get any more confusing, who should sidle up but my old nemesis, and a former speed shop competitor, Justin Phaschon. He was hard to miss. With his hair heavily dyed black and gobbed up in a razor cut *faux* Mohawk, large neck tattoo and tiny, subtly understated diamond stud, just above his left nostril, he looked like an escapee from a Wendy O. Williams concert. In just the right light, his ample beak, with the diamond stud illuminated, resembled a head-on shot of an old International truck with only one headlight. His baggy pants and size 22 shirt just added to the geekness. Needless to say, he did nothing to bolster that "brightest minds" hype.

Justin was no longer in the speed shop business. No, I didn't run him out of business! He pretty much masterfully handled that all on his own. He fell victim to what I like to call PW, Pervading Whimsy, and it drove him right down the tube. It all started with the bizarre van craze back in the early 1980's. Convinced that vans were the coming thing, Justin took out one whole shelving unit, previously devoted to camshafts and related valvetrain hardware and filled the area with teardrop shaped van windows, shag carpeted furnishings guaranteed to make the most sedate van look like a bedroom on wheels, and dozens of other fad items of the era. Not too many years later, he got hooked on things like plastic double wiper blades, windshield sun screens with risque quotes, window tint, and anything hot pink. Out went several more shelving units. In the meantime, all his serious speed equipment customers began to wonder just how tightly Justin was wrapped, and eventually they took their real hot rod business elsewhere.

Fads come and fads go. When all Justin's fads went, he was staring at wasted shelving units, a back room full of unwanted junk and empty cash registers. His once prosperous shop quietly imploded. Evidently, he still had not given up on the latest fads, judging by his current sartorial luster.

Pumping my hand with a little too much fervor, Justin fairly gushed as he raved to me about the great things to be seen at this show. "Did you see those darling LED headlight strobes, Chas.?" Yeah, but I wish I hadn't. "What do you think about those totally bitchin' remote control switchable license plate films?" We should sell a million. "Man, I gotta get me one of them K19BZ train

(Continued on page 8)

MANUFACTURER SPOTLIGHT
What's New From Ford Racing?

Ford Racing Handling and Suspension Packs for 2005-10 Mustangs

2005-2010 Mustang V6 and GT Coupes can be elevated to road racer status with a Ford Racing Handling Suspension Packs. Packs include Dynamic Suspensions dampers, lowering springs (1.25"), sway bars and strut tower braces (tower braces will not clear '07=09 plastic engine covers). All components are specifically matched to work together as a package. Note that some factory fasteners are one time use only...refer to factory service manual for reuse information and correct torque specifications.

Ford Racing Mustang Air Filter/ Performance Calibration Kits

Air Filter and Performance Calibration Kits for 2010 Mustang V6 and GT with Automatic or Manual Transmission. For 2005-2009 Mustang GT, see M-9603-GTB include the Ford Racing ProCal tool with performance calibration for significantly improved throttle response and performance feel and a high flow K&N / Ford Racing Air Filter. Use of premium (91 octane or higher) fuel is recommended. All performance calibrations comply with emissions regulations in all 50 states and are eligible for limited warranty when installed by a Ford or Lincoln-Mercury dealer.

Ford Racing Performance Muffler Kit FRDM5230-SA

Aluminized stainless steel, black powder coated muffler with extended tips fits 2010 Mustang GT and 2010 SVT Mustangs and offers up a throatier exhaust note and improved performance. Kit is 50-state, drive-by noise legal.

Ford Racing 2010 Mustang Power Upgrade Packages

Combining the Ford Racing Air Filter/Performance Calibration Kits with High Performance Muffler Kits and Oil Filters, the new Power Upgrade Packages for 2010 Mustang V6 and GT cars can add up to 10 horsepower and 8lbs./ft. of torque. Premium 91 octane or better fuel is required and the packages are 5-state emissions legal. Packages are eligible for limited warranty if installed by a Ford or Lincoln-Mercury dealer.

Ford Racing Short Throw Mustang Shifter M7210-MGTA

Designed by Ford Racing and Hurst, the Short Throw Shifters for 2010 Mustang V6 and GT models, have Teflon bearings with unique shifter rods and original equipment main stampings, chrome handles and Ford Racing white shift knobs. Urethane body vibration isolators, jam nuts and shifter boots are included.

THE TRADE SHOW SEASON IN FULL SWING

International Motorsports Industry Show

The inaugural International Motorsports Industry Show will take place at the **Indiana Convention Center in downtown Indianapolis December 2-3.** The show is aimed at racers, teams, dealers/distributors and industry professionals. Plan to attend on either Thursday or Friday. **Motor State will be displaying in Booths 123 and 125. Allstar Performance will be in Booth 122.**

Performance Racing Industry Trade Show

The 22nd Annual Performance Racing Industry Trade Show will be held **December 10-12, 2009**, in the **Orange County Convention Center in Orlando, Florida.** Over 40,000 racing entrepreneurs from 60 countries are expected to attend the world's largest racing trade show featuring the very latest in motorsports technology from over 1,400 companies. We invite you to stop by the **Motor State booth located at Peninsula Number 4301**! We'll be there to show you what we have in store for the 2010 hot rodding and racing season. **Allstar Performance will be set up in space 4309** to debut their new products for 2010.

INFORMATIVE SEMINARS TO BE PRESENTED AT PRI SHOW IN ORLANDO

Price Guide Pro Workshop December 11 at PRI

For all Price Guide Pro® software users, our annual **Price Guide Pro® Workshop** will be held on **Friday, December 11 from 11:00 AM to 1:00 PM**. Make plans to attend as Mike and Dan Kibby reveal the advantages of Price Guide Pro Version 7. We are interested in hearing feedback about the PGP layout and functionality. We also want to know about what changes or enhancements you would like to see down the road.

Product Data Standards To Be Topic of Friday Seminar at PRI

For Manufacturers! A special seminar on **"Product Data Standards"** will be presented by Scott O'Toole on Friday morning December 11th, prior to the show opening. Entitled **"Getting Your Data House in Order"** the seminar will cover the latest standards changes and how adoption of these **"Industry Standards and Best Business Practices"** can save time, money and, ultimately, help sell more products. At the IMIS event, the seminar will be held on Thursday, December 3, 2009 from 7:30 AM to 9:00 AM. During the PRI Show, it will be held on Friday, December 11, 2009 from 7:30 AM to 9:00 AM.

Internet Seminar – Learn To Optimize Your Web Site

Learn about the Internet and the **Secrets of Successful On-Line Marketing!** On Thursday December 10th, we will be presenting a new seminar entitled: **"WWW 1.0 - Internet Search Engines and Web Site Optimization.** Is your web site doing everything you think it should? Do you know "what to and how to" measure segment performance of your web site? Why do some companies always seem to appear "first" on search engines, and just how are you supposed to compete? We'll answer these questions for you and more. Guest speakers will be **Luanne Brown of eTool Developers and Gigi Ho of Digital Performance**. This is a must attend event exclusively for Motor State dealers.

20th Annual Advanced Engineering Technology Conference

Come early to the PRI Show on December 7-9, 2009 and attend the **20th Annual Advanced Engineering Technology Conference™) sponsored by Motor State Distributing®** Learn the power secrets from industry leaders. During these three days, you will discover more unpublished influential information than you could find in months at the race tracks. If you would like the opportunity to discuss and/or find out solutions, this is the conference you cannot miss. The cross section of AETC™ attendees is very diverse and includes engine builders, professional race team personnel, engineering educators and hobbyists as well as original equipment designers. For further information please visit www.aetconline.com.©***MSR***

(cont. from page 5)

horns for my Subaru." Paint it like a Santa Fe diesel locomotive while you're at it. Justin then proceeded to tell me, "... being careful not to sound too much like he was bragging or anything" (his words) that he was on the committee that chose these products from among all the fluff that was dragged in for consideration. That admission addressed my puzzlement at the "hottest products" lingo. What really bothered me about Justin being on that committee was that he certainly was not a majority of one. There had to have been a whole gaggle of "Justinians" hovering around in order to sway the vote toward some of these "performance" items.

I bid a less than fond farewell to Justin when his attention was suddenly captured by a dwarf dressed up as a famous tire company mascot, and wearing neon suspenders...a Justin hook for sure. I moved on, and eventually I found the true, genuine hot rod parts I was seeking. All was not lost. There were some really neat new pieces. I knew I could find customers for many of the new induction systems and internal components. I was slowly moving my impressions back toward being aligned with that hottest products claim.

Anyone who has been in the performance automotive business for more than ten years has seen their share of whimsical gadgetry. You know, those items that flash brilliantly across the sky like a meteorite. Most are of the "Gotta Have Now" persuasion, and the desire to own them goes away quickly...hopefully not until you've sold all of them out, however. Then, too, they resemble that meteorite when they leave a smoky, burned trail behind and a big hole in something - like your cash flow - when they hit. We've all had these gimmick items on our shelves, and for the most part we have had the sense to treat them for what they were, namely fads. Ordered and stocked in conservative levels, they carried us through the slow times, but did not affect our real bread and butter business, which stayed the course through all the glitter. Those who, like Justin Phaschon, have opted to become purveyors of whimsy usually end up in the cold. Maybe, just maybe, the performance industry types who promote the shows would do well to come to the same realization that we have come to and lay out their shows accordingly. There's certainly room for everything, but some consideration has to be given to what got the industry started and has kept it viable all these years. ©***MSR***

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